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All in all, just as blockbuster bets at first glance seem risky but upon closer examination may in fact be the safer choice, releasing those bets in a manner that emphasizes big openings may seem to only heighten the risk but is often the smartest approach.

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Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment. By: Anita

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Entertainment Elberse. Format: Print ... building a business around blockbuster products—the movies, television shows, songs, and books that are hugely expensive to produce and market—is the surest path to long-term success. Along the way, I reveal why entertainment ...

~~Blockbusters: Hit making, Risk taking, and the Big ...~~

Blockbusters NPR coverage of Blockbusters: Hit-Making, Risk-Taking, and the Big Business of Entertainment by Anita Elberse. News, author interviews, critics' picks and more.

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Now Elberse has published "Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment" (Henry Holt), which is a

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Entertainment response to Anderson's long-tail theory, and in many ways a ...

~~Blockbluster | The New Yorker~~

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~~Amazon.com: Customer reviews: Blockbusters: Hit making ...~~

She's just written a book called

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Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment – and she says the title doesn't just apply to movies.

~~'Blockbusters': Go Big Or Go Home, Says Harvard Professor ...~~

Blockbusters Hit-making, Risk-taking, and the Big Business of Entertainment. Anita Elberse. Henry Holt and Co.

~~Blockbusters | Anita Elberse | Macmillan~~
Anita Elberse, the Lincoln Filene Professor of Business Administration at the Harvard Business School, is one of the youngest

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female professors to be awarded tenure in the School's history. Her work has been featured in The New York Times, The Wall Street Journal, Variety, and Fortune. She is the author of Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment.

~~Blockbusters: Hit making, Risk taking, and the Big ...~~

As someone who favors niche movies and TV, Anita Elberse's thesis that entertainment businesses need their blockbusters and superstars to thrive is a sobering reality. I

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~~Entertainment~~ mean, the math actually works in favor of the big risk taker. You just need the millions pull it off. Economics has predicted this trend for a while and it's expected to scale.

~~Blockbusters : Hit-making, Risk-taking, and the Big ...~~

Elberse, Anita, Blockbusters: Hit-making, Risk-taking and the Big Business of Entertainment, Scribe, Melbourne, 2013, ISBN 9 7819 2207 0692 (pb), 307 pp., A\$32.99.

Whether digital technologies will spell the end of the blockbuster is a hotly debated issue in the entertainment industry.

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~~Elberse, Anita, Blockbusters: Hit making, Risk taking and ...~~

Elberse, 40, expands on her contrarian notion in her new book “Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment” (Henry Holt & Co.). In an exclusive excerpt below, ...

~~Anita Elberse: Harvard Business Professor on Art of ...~~

An interview with Harvard Business School professor Anita Elberse, author of “Blockbusters: Hit-making, Risk-taking, and

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the Big Business of Entertainment.” Movie
Reviews Great Movies

~~Interview: Harvard Business School professor
Anita Elberse ...~~

Blockbusters: Hit-making, Risk-taking, and
the Big Business of Entertainment (Henry
Holt, 2013) ISBN 9780805094336 References [
edit] ^ Gomes, Lee (July 2, 2008).

~~Anita Elberse — Wikipedia~~

Monday 12/23/2013. Harvard Professor of
Business Administration Anita Elberse
introduces her book, “Blockbusters: Hit-

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Entertainment." People in this video.

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